

## Developing Goals

Goals clarify the mission and vision of the organization. Goals represent a desired program result and translate the strategic priorities into manageable units of effort.

For each strategic priority area, list potential accomplishments. To help you identify these, use the question, “What will we have to do or accomplish in this area to achieve our vision/mission?”

Then turn these accomplishments into goal statements, then revise, consolidate, and prioritize them.

### Review your Goals

- Does the goal support the mission and vision?
- Does the goal deal with just one issue?
- Does the goal represent a desired result that can be measured?
- Does the goal encompass a relatively long period of time (3-5 years)?

## Developing Objectives

Objectives translate the goals into specific units of effort and are more specific. They should be **SMART**:

1. Specific
2. Measurable
3. Actionable, aggressive and attainable
4. Realistic and results oriented
5. Time-bound

### A Template for writing objectives

(verb noting direction of change) + (area of change) +

(target population) + (degree of change) + (time frame)

Example:

<b>Direction of change:</b>	To reduce
<b>Area of change:</b>	Unemployment status
<b>Target population:</b>	For our graduating students
<b>Degree of change:</b>	So that 75% gain fulltime employment
<b>Time Frame:</b>	Within 6 months

Process objective: Something we are going to do

Outcome objective: Describes a change in behavior, skills, awareness, health status, etc. (an end result)